

SAE

Supervised Agricultural Experience

Ideas for Public Relations of SAE Activities

- **Agriculture Science Fair** – Teach elementary students about food and fiber systems while promoting SAEs by hosting an elementary agriculture science fair. Have FFA members develop educational booths/displays to explain different topics. Students assume the role of teacher interacting with the younger students, educating them about his/her designated topic.
- **Annual Banquet** – Maximize SAE publicity at your annual banquet by producing an SAE slide show or video, or reading brief summaries about each student's SAE as they are recognized. If time is an issue, create a year-end summary poster of chapter activities, SAE accomplishments, etc. and place one at each table.
- **Bulletin Board/Display Case** – Post a bulletin board or display case in the agriculture classroom and/or another highly visible area of the school for recognition of SAE of the week or month. Have students selected for recognition write a short summary about their SAE accomplishment and provide photos. Put a student in charge of updating the board/display case as required.
- **Chapter Newsletter** – Many chapters have their own newsletters to communicate successes to members, parents, business leaders and others. Within this publication, commit one section to SAEs. Include large and successful SAEs as well as those that are average or imaginative. Print a special "FFA Week Edition" that highlights student SAE successes, employers, award winners, etc.
- **Civic Presentations** – Local civic clubs and organizations such as Rotary, Lions and Kiwanis are excellent venues for public relations as they are always interested in youth programs. By having students make presentations at civic meetings about SAEs and FFA, not only is the program being promoted, but you are opening new doors for placement opportunities. Presentations can also be made to the school board, chamber of commerce and other influential groups.
- **Community Flyer** – Have students produce a monthly or bi-monthly chapter flyer highlighting events and accomplishments, including SAEs. This flyer can be distributed to local businesses, media outlets, posted on school bulletin boards, etc. It can also include a brief "thank you" to program sponsors and supporters.
- **Community Service** – Participate in a service project such as a food drive during National FFA Week to replenish food banks. Take photos and submit to the local paper; invite a reporter to join you during the activity. Show the community how SAE benefits students as well as the community.
- **Event Publicity** – Whenever there is an event such as National FFA Week, state and national FFA conventions, fairs, etc., notify local print and broadcast media outlets. Provide event photos, stories written by students, schedule interviews, etc. Also utilize the school newspaper and school radio programs.
- **Fair Participation** – Encourage FFA members to exhibit their SAE projects at county and state fairs. This provides an opportunity for students to earn recognition for their hard work and is an effective way to promote agriculture, FFA and SAEs.

- **Local Media Relations** – Get to know the reporters and editors at local newspapers and radio stations in your community. This may also include local TV programs and agriculture-related magazines. Find out if they would be willing to publicize FFA and SAE activities on an ongoing basis. Ideally, try to get at least one article published each month. This can include an “SAE of the Month” or articles about other individual/chapter accomplishments.
- **Parent/Alumni Meetings** – Hold monthly parent/alumni meetings to discuss chapter activities and promote programs including SAEs. Select a student or group of students to give short presentations about their SAEs during the meeting.
- **Promotional Video/Website** – As a part of a chapter project or SAE program, have students produce a short video and/or develop a website about chapter SAE programs. Both items could be used for promotion of SAEs to new students, as well as in presentations to local agricultural organizations, civic organizations, the school board, etc.
- **SAE “News Spotlights”** – Many school and local publications welcome pre-written articles for publication. Have students pair up in class and write news articles about each other’s SAEs. This produces multiple articles to use for publicity, while providing students with an interesting writing assignment. This same format can be applied to school radio broadcasts. Students can write and develop broadcast stories as a public speaking tool and lesson.
- **SAE Tours** – Hosting an SAE “career tour” in your community can be used to promote SAE to a variety of groups, including service clubs, town council, county commissioners, chamber of commerce, school board, etc. Attending an SAE tour can also be an option for teachers on an in-service day. A tour can consist of a visit to approximately five different SAE programs and might include a barbecue afterward hosted by chapter members.
- **State and National FFA Publications** – If your state has a newsletter or other state publication, request that SAEs be highlighted in each issue. Additionally, most state FFA Associations produce center pages within the FFA *New Horizons* magazine. Submit articles about unique and successful SAE programs.
- **Trade Organization Publicity** – If your state has a trade organization that supports SAE through scholarships and awards (Game Commission, Nursery and Landscape Association, Cattlemen’s Association, etc.), they will most likely publicize award recipients and SAE programs in their trade publications. Be sure to provide photos and complete information. If trade organizations in your state are not involved in SAEs, you may want to invite them to be a partner.
- **“Year in Review” Booklet** – Have each class put together a 1-2 page summary of the year’s highlights with a dedicated SAE section. This can include awards won, unique projects, individual accomplishments, etc. Compile the pages from each class to create a “Year in Review” booklet that can be copied and distributed to parents, administrators, etc., to promote SAEs while sharing student successes from the year. It is also a good piece for the chapter scrapbook.